

All Telephone Lines Lead to the "Popular"—Call 3300

Dependable Warm Weather Merchandise of Quality--- At The "POPULAR"



Spring Corset Styles

With the bust from three to five inches high, skirts of medium length; with a straighter silhouette of front and back, and with the faint suspicion of a curve at the waist in front, the new Spring corset styles are most becoming and attractive.

This is the word from the Fashion Centers; this is what we hear from intimate conversations with the leading designers and manufacturers; and this is what the Spring and Summer gowns demand.

You will find this ideally carried out in our new corsets—that is why we like to recommend them.

Before you select your gowns, let us fit you. Corsets that are famous for their combination of comfortable support and fashionable lines. We have many models, each suited for a particular type of figure.

It is impossible to take too much care in the selection of the model that suits you best, but our corsetiers can offer you real service in making your selection by careful personal fittings to the models that we have.

Gossard front lacing.....\$2 to \$12
Mme. Lyrre Corsets.....\$5 to \$15
Nemo Corsets.....\$3 to \$5
American Lady.....\$1 to \$5
Franco Corsets.....\$3 to \$8.50
Warner's Rust Proof.....\$1 to \$3

Little Miss El Paso is as well provided with smart, modish outer apparel this spring as the older members of the family, with added touches of childish daintiness appropriate only on her own hats, dresses and coats. For the girls up to 14, we have an especially charming collection of coats, some with the quaintness of grandmother's time, and others in the tailored styles of later dates.

Light weight coats in the newest materials and colors, in box styles or high waisted with belt, splendid values.....\$1.50 to \$12.50

New White Dresses
These are for children from 2 to 14 years of age; of lawn, organdies, voile or lingerie cloth. Dainty summertime frocks that have just arrived priced at \$1.00, \$1.50, \$2.00, \$2.50, \$3.00 and up to \$5.00.

White Dresses \$5.00
Sizes 6 to 14 Years.
A large assortment in new organdies, lawns, voiles and lingerie cloth. Just the dresses that some of our customers have been inquiring for. They are here now and priced but.....\$5.00
Children's White Dresses in sizes 2 to 6 years.....50c

Spring Neckwear
Scores of Dainty Creations
Roller, Tipperary, Military and Dutch Collars and Collar and Cuff Sets, Vestees, Gimpes and Chemisettes, made of sheer transparent materials including organdie, crepe, chiffon, voile, lace and net. In white, cream and ecru—some finished with a touch of color; an elaborate showing of women's correct Neckwear for spring and summer, priced from.....\$5.00
25c up to.....\$5.00

Extra Special
Roller and Dutch Collars and Collar and Cuff Sets, Vestees, Gimpes and Chemisettes; lace, net and organdie, very special at.....\$1.45

A Comprehensive Showing of Genuine Palm Beach Suits Awaits You at \$10

Palm Beach Cloth is the chosen fabric of the linen family for milady's suit for spring and summer—hence, the "Popular" is ready to show you garments of surprising style and smartness. Cleverly tailored Palm Beach Suits showing the flare in both skirt and jacket; plain and semi-Norfolk styles, trimmed with large pearl buttons and made with patch pockets. New and attractive models from which to make selections. Palm Beach Cloth, the ideal summer fabric—a cloth that is feather-light, yet shape retaining—a cloth that washes as readily as linen—and needs no starch, a cloth that is porous, durable, crisp and with a semi-lustrous finish that makes it at once dust-proof, sanitary and beautiful. Wonderful Suit Values at \$10.

Especially Featuring Dresses at \$10

Silk dresses of surprising style and value. All the favored colors for street and afternoon wear are here in great variety. There are crepe meteors, Pussy Willow taffetas, crepe de chine in plain effects, stripes, dots and figures. New flared skirts, pretty ruffled skirts and bolero skirts.

There is also in this special showing quite a number of dresses of serge and other light weight woolen fabrics. Authoritative models and very unusual in value at the special price of.....\$10.00

Sheer Wash Frocks With a Charming Freshness

To form anything like a correct idea of the unusual daintiness of the authoritative models you must see for yourself this wonderful showing of summer dresses. You find beautiful white net dresses, all white cotton swisses in blues, pinks, blacks and whites trimmed with organdie fluted ruffle forming the Bolero jacket. Also white voiles and white organdies, colored voiles in wide stripes and large dots. Imported voiles and crepes in beautiful new patterns, French and Ramie linens in all colors. An unrivaled showing of charming wash frocks moderately priced.....\$10.50 to \$25.00

We Are Featuring the New Wash Skirts

Cordelines and Piques, Cotton Gabardines, Poplins, Repps, Palm Beach, Bermuda Cloths; British, French and Belgian linens, Golfines and Ratines. This season's styles are different—unique. Their originality and novelty attract—be sure to see the new ones; unequalled values at \$2.95, \$3.95 and \$4.95.



The Myopia

A Vogue Creation

That such a wonderful measure of smartness could be put into such a simple hat seems almost impossible. Still the Myopia is one of the most distinctive models we have ever presented. It has a jaunty tilted hump brim. The crown is of a Regimental Blue French Crepe encircled by a white uncut velvet band knotted into a mannish bow. The brim is laced in a novel manner with a matching color of hemp. You'll like the Myopia. It is an aristocratic model particularly suited for service with a shirt waist. Come and see it.

Extra Special!
TRIMMED HATS AT.....\$2.95

You will find various styles and shapes. Vanity Hats—Milan Hemp Hats—flower trimmed and tailored Hats; all colors. Hats of unusual beauty and worth, as an extra special.....\$2.95

Specializing in Hats at

\$5.00

Be sure to see these. Shepherdess and large sailors of hemp. Beautiful trimmed hats in models becoming to every woman; wonderful values at.....\$5.00
Unequaled Values Are Now Being Offered in Untrimmed Shapes at \$1.45

Announcement Extraordinary Special Offer

Skirts Tailored to Measure—Material Furnished \$5.95

One Hundred Only

Beginning Monday, April 26th, we will accept 100 orders for tailored to measure skirts, all materials furnished, for \$5.95. Choose any \$1.50 yard woolen fabric in our entire stock and our experts will tailor it for you.

This price is less than the tailoring price alone—ordinarily we get \$8 for tailoring a skirt when all materials are furnished by the purchaser.

Just to popularize our tailoring department we make this special offer to the first 100 women who order. This is a season of separate skirts, therefore this offer is one of unusual importance.

CONDITIONS:
1. Only 100 orders will be taken.
2. Only one skirt to any one customer.
3. Orders will be filled as received—first come first served.
—All work is absolutely guaranteed to be satisfactory. See our window display of fabrics.

These Important Month-End Silk Specials

NOTE THE SPECIAL REDUCTIONS

\$1.50—36 in. Chiffon Taffeta.....98c
\$1.25—40 in. Silk and Wool Poplin.....95c
\$1.25—40 in. Crepe de Chine.....98c
85c Oriental Pongee, yard.....49c
\$1.25 Fancy Chiffon Taffeta.....69c
\$1.75 Georgette Crepes, yard.....\$1.49
\$2.50 Pussy Willow Taffeta.....\$1.98
\$3.00 Crepe Meteor, yard.....\$2.59
\$2.25—44 in. Cheney Foulards.....\$1.89
72 in. Kayser Underwear Silk.....\$3.69
36 in. Black Silk Messaline.....69c
\$1 Striped Tub Silks at.....79c
\$1.75 Foulards.....\$1.39
36 in. Emb. Habutai Waistings.....89c
50 pieces 50c Foulards.....29c

The Popular
DRY GOODS CO., INC.



Handkerchief Linen Blouses

In plain white and colors, striped patterns, green and white, black and white, blue and white, yellow and white, lavender and white. Blouses finished with organdie and pique collar and cuffs, with low cut neck. Made shirt effect and entirely new models. Dainty little summer blouses that are splendid values at \$2.45, \$2.95, \$3.95

Silk Blouses

Splendid new models in crepe de chine, georgette crepe, chiffon and lace; all colors desired. Made with convertible collar and set in sleeves. Some are hand embroidered. We are featuring those priced at \$6.50, \$7.50 and \$10.50.

Tasteful Waists at 95c

Here are waists at 95c that look double their value. Judged by their materials—their finish—their daintiness and style attractiveness. Plain, embroidered and novelty voiles, dotted swiss and organdie lawn are shown in both strictly tailored and tastefully trimmed models. Long or short sleeves, flared or rolled collars, dainty cuffs and other pleasing features. You'll admit that they are the season's best offerings at.....95c
See the new Evening Striped Blouses of Silk.....\$4.95



Pamilla Cotton

Tuf-Proof and Sun Proof.
Every woman who cares for a fine fabric adopted to the making of house dresses, children's dresses, Bugalow aprons, boys' suits, men's shirts and pajamas should be interested in this announcement. Stripes, hairlines, checks and figured patterns; 36 inches in width. One of the most desirable summertime fabrics on the market, yet moderately priced Yard
TWENTY-FIVE CENTS.

Other Wash Fabrics

SECOND FLOOR—CENTER AISLE

Lustré Suiting—Black and white, checks and stripes; 36 inches wide and absolutely fast color; splendid value, yard, 35c.
Palm Beach Striped Suiting—A tub fabric in tan ground with hairline stripes of blue, black, lavender and green, 44 inches wide, yard 75c.
Dress and Suiting Linens—All colors in these favored fabrics; 36 to 48 inches in width; special value, yard 50c and 75c.
White Wash Skirting—New weaves for the making of Skirts, Suits and Dresses. Medium and heavy weights; priced, yard, 25c to \$1.00.

Children's Summer Footwear

WHITE CANVAS PUMPS—Trimmed with white canvas bows that will clean like the shoe itself. From the infant's to grown girl's size. Splendid values in prices ranging from \$1. to.....\$3
GROWING GIRLS' WHITE CANVAS WALKING OXFORDS—Low rubber heels and flexible leather soles, very comfortable and serviceable for summer wear; pair.....\$3.50
LITTLE BOYS' OXFORDS—In patent leather, gun-metal and tan; button style; made on manual last; sizes 9 to 13 1-2; Holland make; price.....\$2.50
BOYS' AND GIRLS' BAREFOOT SANDALS—In tan and Elk skin; oak and elk skin soles; strong and sturdy; Goodyear welt stitched; according to size, 75c to.....\$2.50
BABY DOLL PUMPS—Of patent leather trimmed with patent leather bows; some with spring heels in the larger sizes. Pair, according to size, \$3.50

Basement Attractions

32 IN. ZEPHYR GINGHAM—In a wide range of staple and fancy stripes, checks and plaids, special, yard.....10c
Kiddie Cloth—A fine quality fast color fabric resembling Devonshire cloth; 32 inches wide, special, yard, 12 1-2 c.
Shepherd Check Suiting—In assorted checks; very attractive and serviceable fabric, yard 10c.